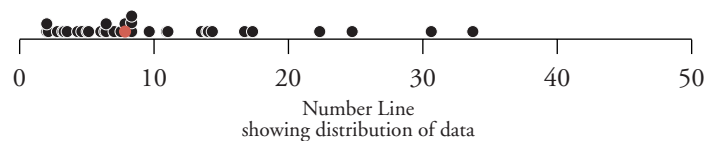


## Racial Diversity

Racial diversity is measured as the percentage of the population who identify themselves as belonging to minorities. In the current U.S. context, “minority” is defined as non-White (Black or African American, American Indian and Alaska Native, Asian, Native Hawaiian and Other Pacific Islander, Some Other Race, and Two or More Races). Interactions among people are often influenced by racial identity. Hence, it makes sense for institutions ranging from retailers to police to parks to consider regional racial diversity when recruiting and training staff, when designing public information and educational materials, and when soliciting public involvement in decision-making. Within the Blue Ridge Parkway region, the percentage of minorities (2000) ranges from 2% (Yancey) to 33.7% (Swain).<sup>12</sup>



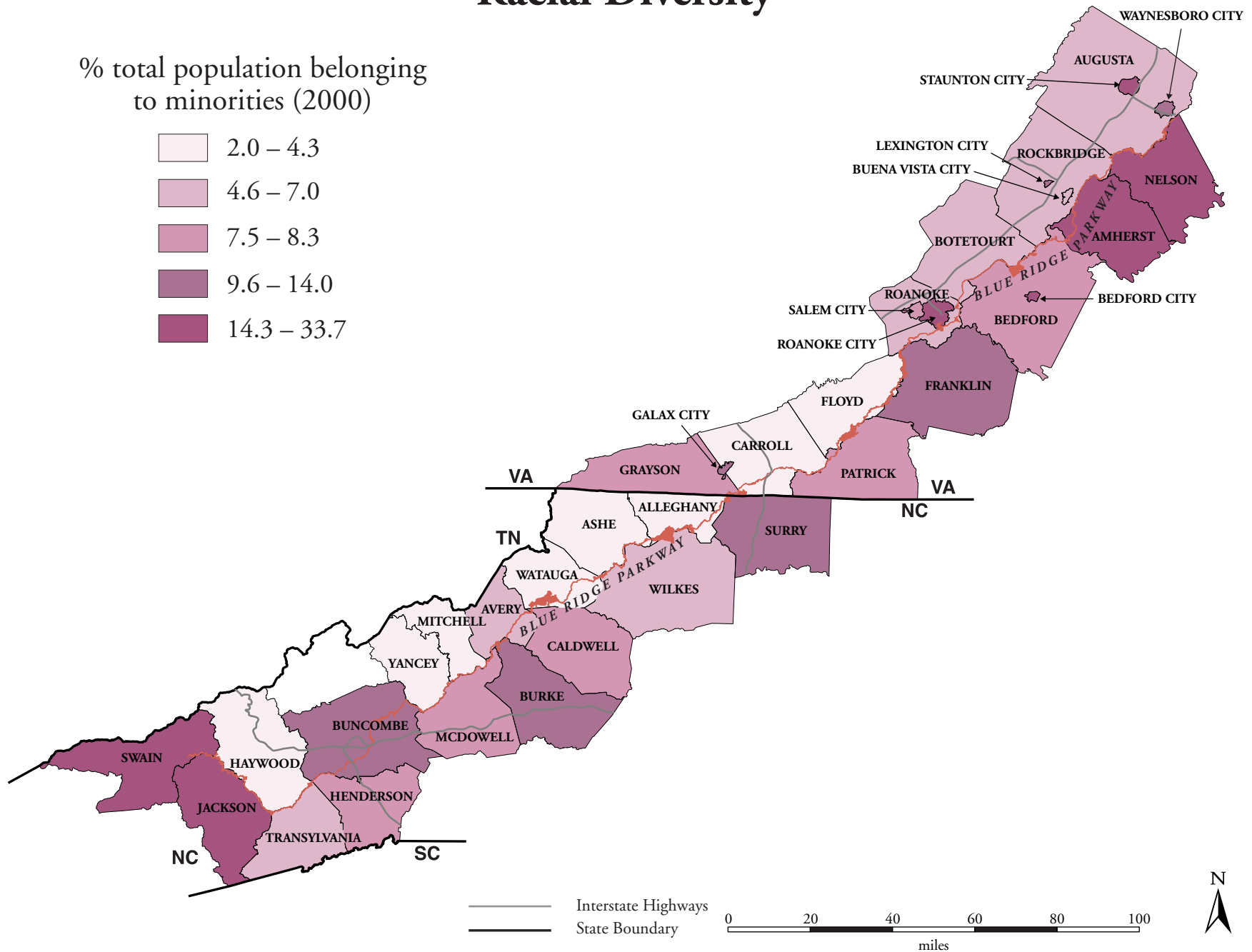
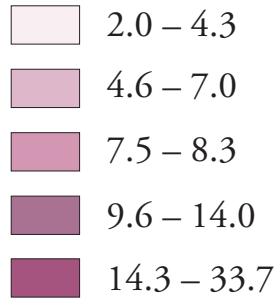
### NOTES

#### % total population belonging to minorities (2000)

Yancey	2.0	Caldwell	8.3
Carroll	2.0	Grayson	8.3
Mitchell	2.1	Surry	9.6
Ashe	2.8	Buncombe	10.9
Haywood	3.2	Franklin	11.0
Floyd	3.3	Burke	14.0
Watauga	3.5	Jackson	14.3
Alleghany	4.3	Nelson	17.3
Rockbridge	4.6	Amherst	22.3
Augusta	5.0	Swain	33.7
Botetourt	5.1	Buena Vista City	6.4
Avery	6.0	Salem City	8.1
Transylvania	6.3	Waynesboro City	13.5
Roanoke	6.4	Galax City	13.9
Wilkes	7.0	Lexington City	14.0
Henderson	7.5	Staunton City	16.7
Bedford	7.8	Bedford City	24.7
McDowell	7.8	Roanoke City	30.6
Patrick	8.3		

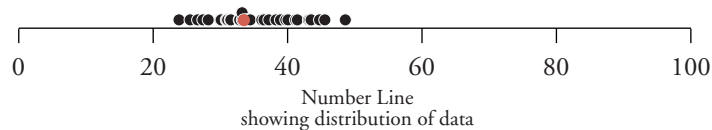
# Racial Diversity

% total population belonging  
to minorities (2000)



## Educational Attainment

Educational attainment indicators measure the average amount of formal education that a county's residents have received. One indicator of educational attainment is the percentage of adults who have attended or graduated from college. Educational attainment influences many aspects of life, such as how much money people earn, what they do for recreation, where they get their information, and how they participate in civic life. With regard to park management, the educational attainment of the general public is an important consideration in activities, such as marketing, public participation processes, and the design of interpretive programs. Within the Blue Ridge Parkway region, the percentage of adults with some college education (2000) ranges from 23.9% (Grayson) to 48.6% (Roanoke).<sup>13</sup>



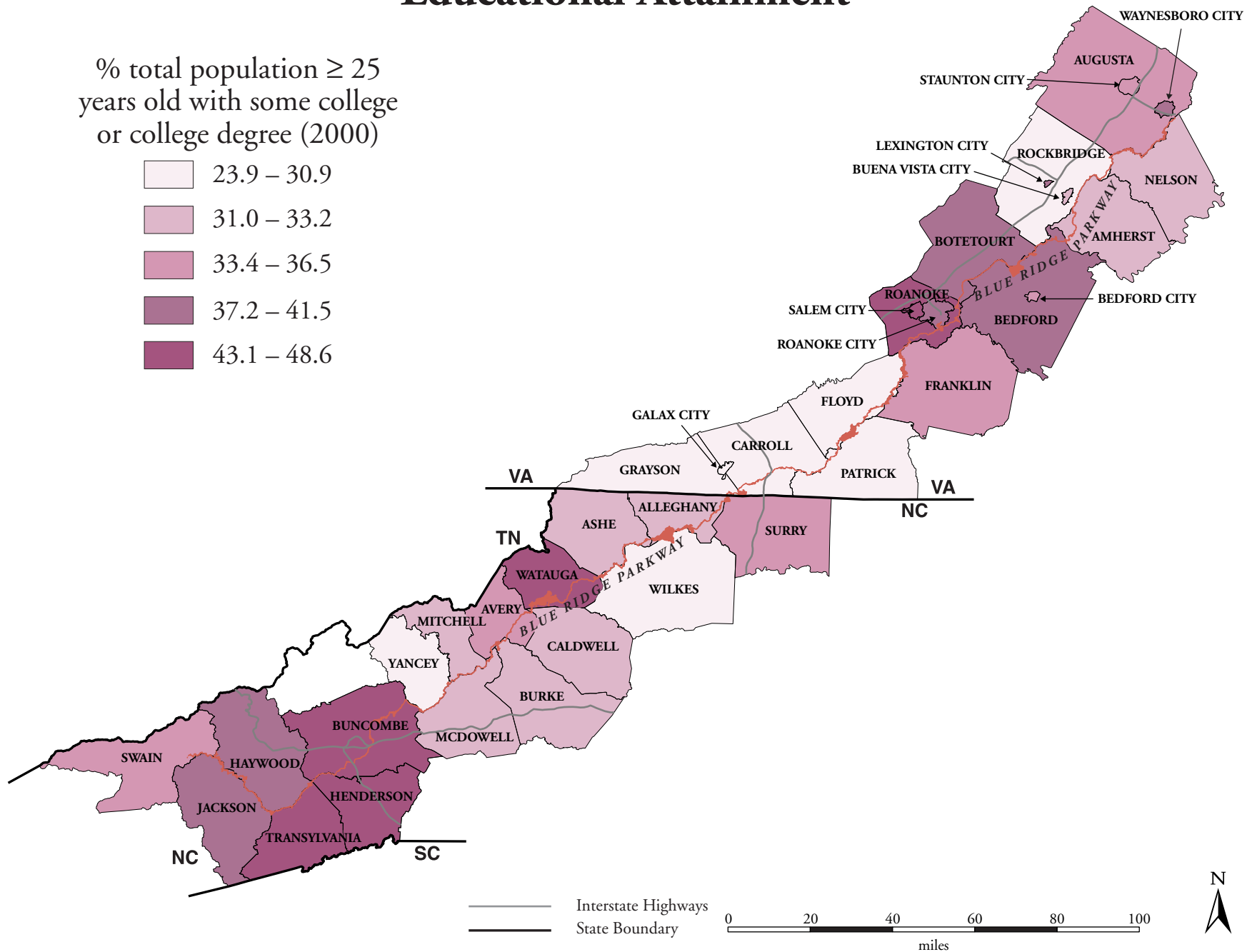
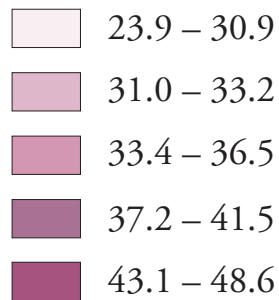
### NOTES

% total population  $\geq 25$   
years old with some college  
or college degree (2000)

Grayson	23.9	Swain	36.2
Patrick	25.5	Haywood	39.7
Carroll	26.7	Bedford	40.1
Floyd	27.4	Botetourt	41.2
Yancey	30.0	Jackson	41.5
Rockbridge	30.1	Watauga	43.3
Wilkes	30.9	Transylvania	43.5
Caldwell	31.0	Buncombe	44.7
Ashe	31.4	Henderson	45.5
Mitchell	31.4	Roanoke	48.6
McDowell	31.5	Galax City	28.2
Alleghany	32.8	Buena Vista City	31.1
Amherst	32.9	Bedford City	33.9
Nelson	33.2	Staunton City	36.5
Burke	33.2	Waynesboro City	37.2
Augusta	33.4	Lexington City	38.3
Avery	33.5	Roanoke City	39.0
Surry	34.3	Salem City	43.1
Franklin	34.5		

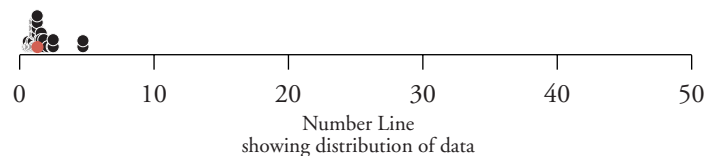
# Educational Attainment

% total population  $\geq 25$   
years old with some college  
or college degree (2000)



## Recreation and Tourism Establishments

The recreation and tourism industry is composed of two categories: arts, entertainment and recreation sector (ranging from museums and concerts, to sporting events and amusement parks) and accommodation subsector (ranging from hotels to campsites). Recreation and tourism indicators measure the size of the recreation and tourism industry as a share of the overall sales and services sector of the economy. The size of that share is a broad indicator of a county's economic reliance on recreation and tourism. Recreation and tourism establishments can be proponents of actions that enhance their area's attractiveness as a visitor destination (such as transportation improvements, protection of scenic or cultural landmarks, or marketing campaigns). Recreation and tourism establishments also can be vulnerable to, and thus wary of, actions, policies, or chance events that could affect business, such as visitor use restrictions, fires, or economic downturns. Within the Blue Ridge Parkway region, the percentage of total establishments in arts, entertainment, recreation and accommodation (2000) ranges from 0.5% (Grayson) to 4.7% (Swain) with no data reported for Buena Vista City.<sup>14</sup>



### NOTES

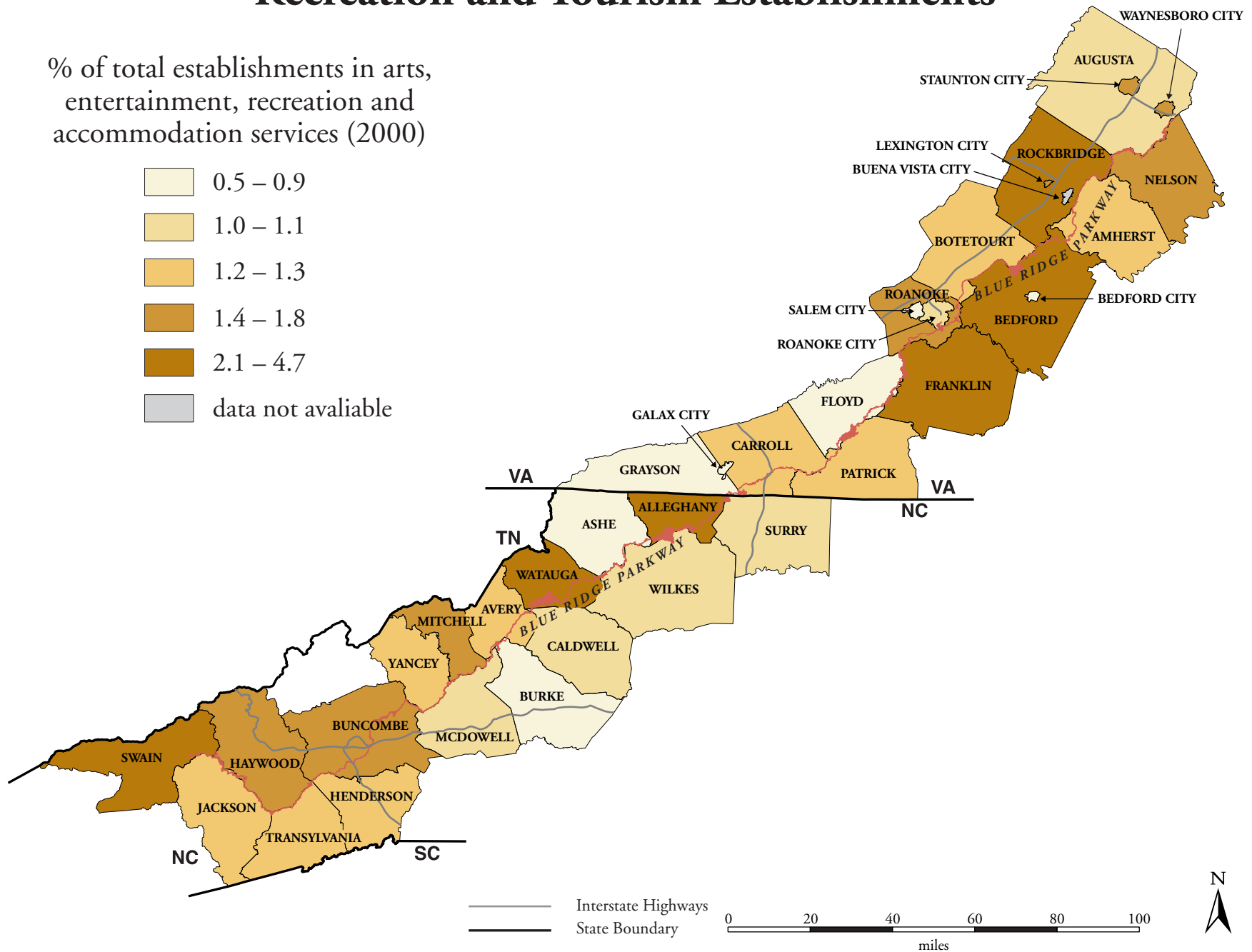
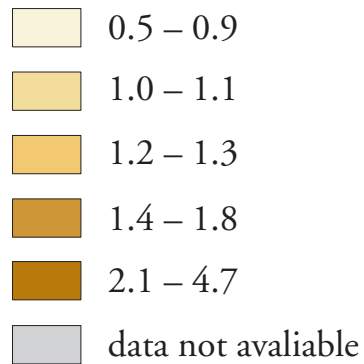
#### % of total establishments in arts, entertainment, recreation and accommodation services (2000)

Grayson	0.5	Haywood	1.5
Ashe	0.6	Roanoke	1.6
Burke	0.7	Nelson	1.8
Floyd	0.8	Mitchell	1.8
Surry	1.0	Alleghany	2.1
Wilkes	1.0	Bedford	2.4
Augusta	1.1	Watauga	2.5
McDowell	1.1	Franklin	2.5
Caldwell	1.1	Rockbridge	4.7
Yancey	1.2	Swain	4.7
Amherst	1.2	Bedford City	0.6
Botetourt	1.2	Galax City	0.9
Jackson	1.2	Salem City	0.9
Avery	1.3	Roanoke City	1.1
Patrick	1.3	Waynesboro City	1.5
Henderson	1.3	Staunton City	1.6
Carroll	1.3	Lexington City	1.6
Transylvania	1.3		
Buncombe	1.4		

← 1.3

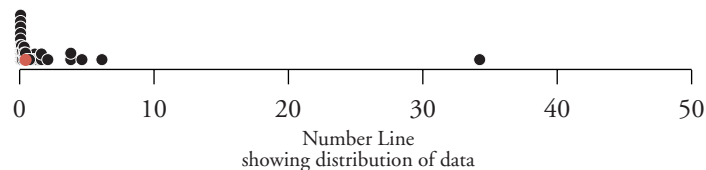
# Recreation and Tourism Establishments

% of total establishments in arts,  
entertainment, recreation and  
accommodation services (2000)



## Recreation and Tourism Revenue

Recreation and tourism revenue is a key indicator of the economic importance of recreation and tourism to a county. Recreation and tourism revenue can be expressed as a percentage of total sales and service receipts. Recreation and tourism establishments can occupy an important position within a county economy because they attract visitor dollars from elsewhere. Secondary economic benefits are realized when these dollars are re-spent within the local economy or deposited in banks, where they provide capital to other businesses. Within the Blue Ridge Parkway region, the percentage of total sales from arts, entertainment, recreation and accommodation services (2000) ranges from 0% (Ashe) to 34.2% (Swain) with no data reported for Buena Vista City.<sup>15</sup>



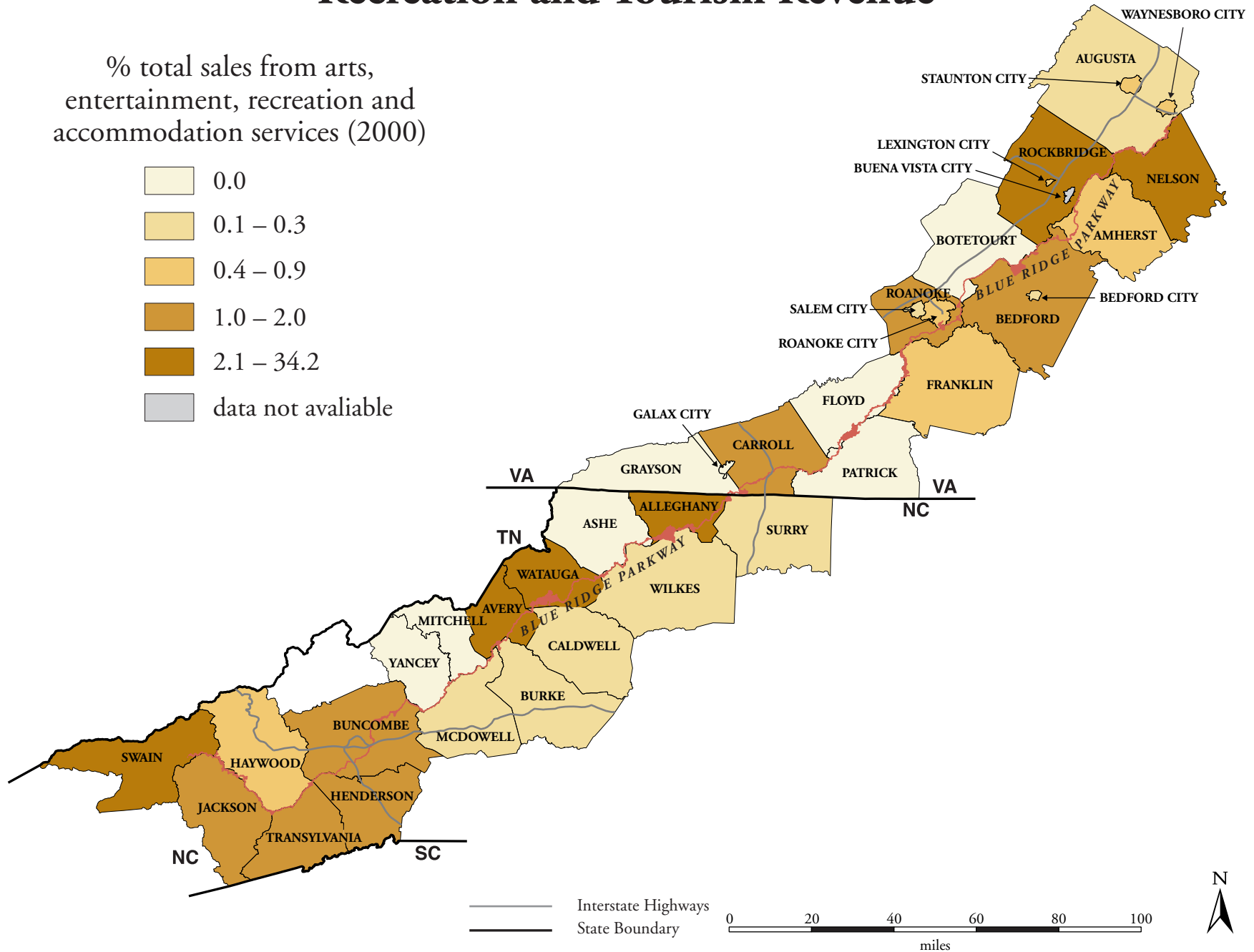
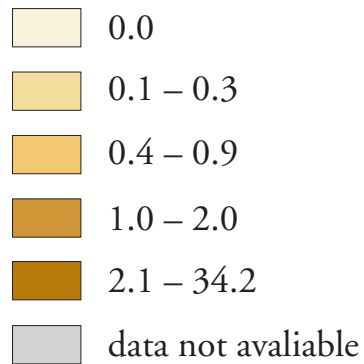
### NOTES

#### % total sales from arts, entertainment, recreation and accommodation services (2000)

Ashe	0.0	Transylvania	1.3
Mitchell	0.0	Jackson	1.6
Yancey	0.0	Henderson	1.6
Botetourt	0.0	Bedford	2.0
Floyd	0.0	Rockbridge	2.1
Grayson	0.0	Watauga	3.8
Patrick	0.0	Alleghany	3.8
Wilkes	0.1	Nelson	4.6
Augusta	0.2	Avery	6.1
Burke	0.2	Swain	34.2
Surry	0.3	Galax City	0.0
McDowell	0.3	Bedford City	0.1
Caldwell	0.3	Salem City	0.1
Amherst	0.4	Waynesboro City	0.4
Franklin	0.6	Roanoke City	0.5
Haywood	0.8	Lexington City	0.7
Roanoke	1.0	Staunton City	0.9
Buncombe	1.1		
Carroll	1.1		

# Recreation and Tourism Revenue

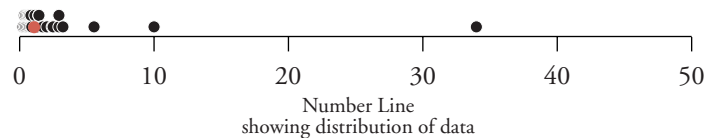
% total sales from arts,  
entertainment, recreation and  
accommodation services (2000)





# Recreation and Tourism Employment

The significance of the recreation/tourism industry to a county economy can be indicated by the percentage of county workers that it employs. Workers counted as recreation and tourism employees include country club managers, blackjack dealers, campground employees, fishing guides, motel attendants, and other providers of recreation services. A high level of recreation/tourism employment may mean that residents have more disposable income or that the area attracts visitors or vacationers. Within the Blue Ridge Parkway region, the percentage of total paid employees in arts, entertainment, recreation and accommodation services (2000) ranges from 0.2% (Ashe) to 34% (Swain), with no data reported for Buena Vista City.<sup>16</sup>



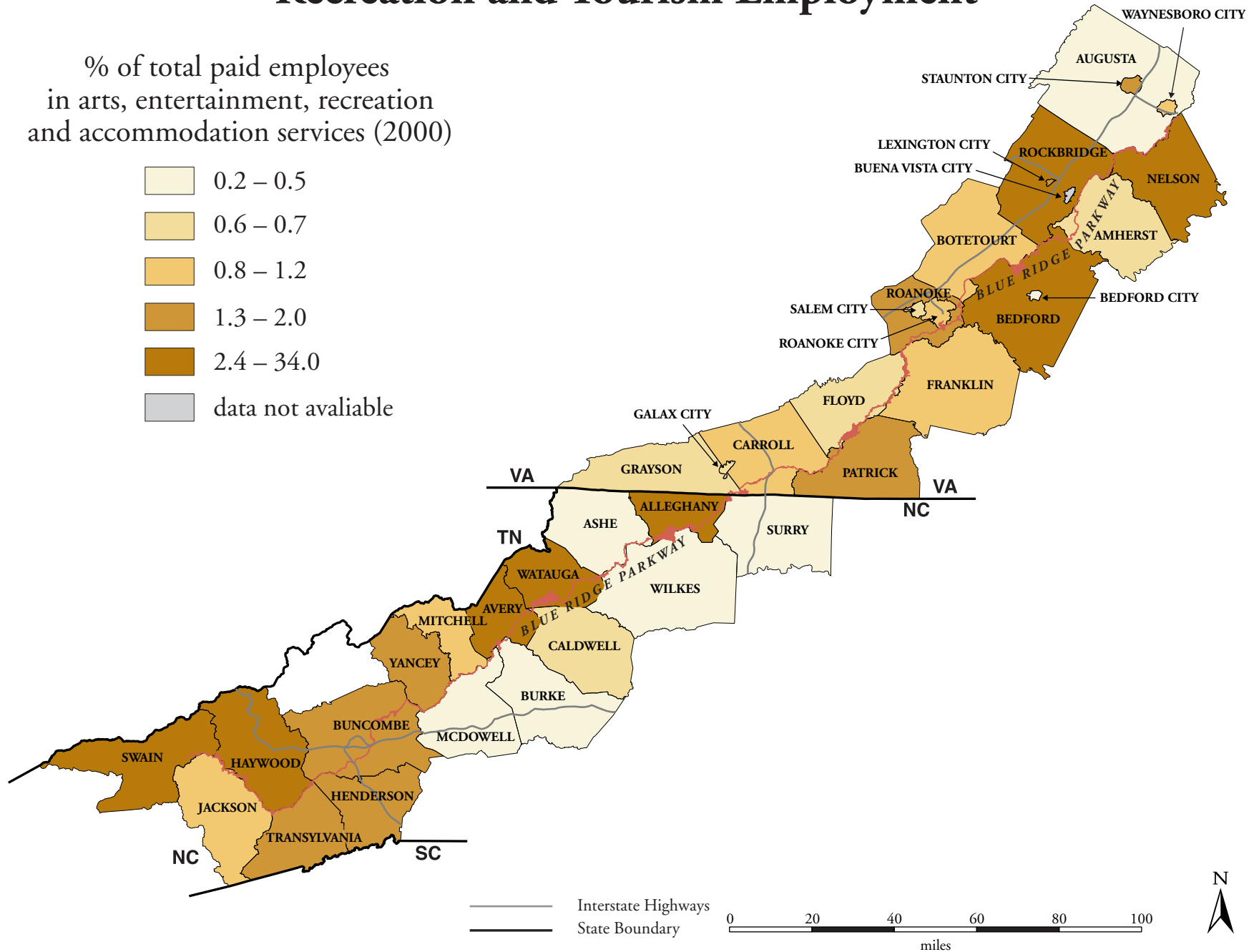
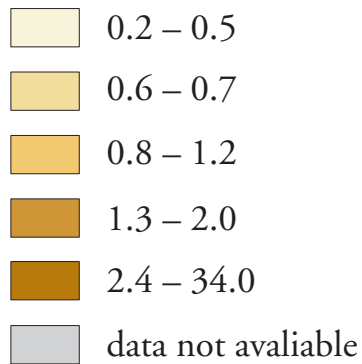
## NOTES

### % of total paid employees in arts, entertainment, recreation and accommodation services (2000)

Ashe	0.2	Roanoke	1.7
Wilkes	0.3	Henderson	2.0
Burke	0.4	Haywood	2.4
McDowell	0.4	Rockbridge	2.5
Augusta	0.5	Bedford	2.9
Surry	0.5	Alleghany	2.9
Floyd	0.6	Avery	3.2
Caldwell	0.6	Watauga	5.5
Grayson	0.7	Nelson	10.0
Amherst	0.7	Swain	34.0
Franklin	0.8	Bedford City	0.3
Botetourt	0.9	Salem City	0.6
Carroll	1.1	Galax City	0.7
Jackson	1.1	Roanoke City	0.8
Mitchell	1.2	Waynesboro City	0.8
Transylvania	1.3	Staunton City	1.3
Patrick	1.4	Lexington City	1.4
Buncombe	1.4		
Yancey	1.6		

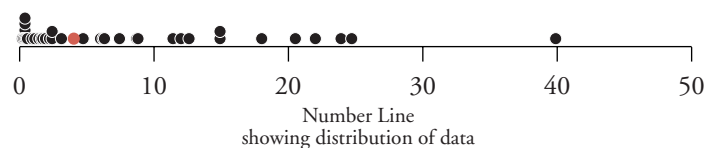
# Recreation and Tourism Employment

% of total paid employees  
in arts, entertainment, recreation  
and accommodation services (2000)



## Seasonal Housing

Seasonal, recreational, and occasional use housing units are those intended for occupancy only during certain seasons of the year and are found primarily in resort areas. A park with a large number of seasonal housing units located near its boundaries can be considered a “destination park.” Such parks attract people who can afford to travel a considerable distance and spend a few days in or near the park. Within the Blue Ridge Parkway region the percentage of total housing units classified for season, recreational, or occasional use (2000) ranges from 0.2% (Waynesboro City) to 39.9% (Avery).<sup>17</sup>



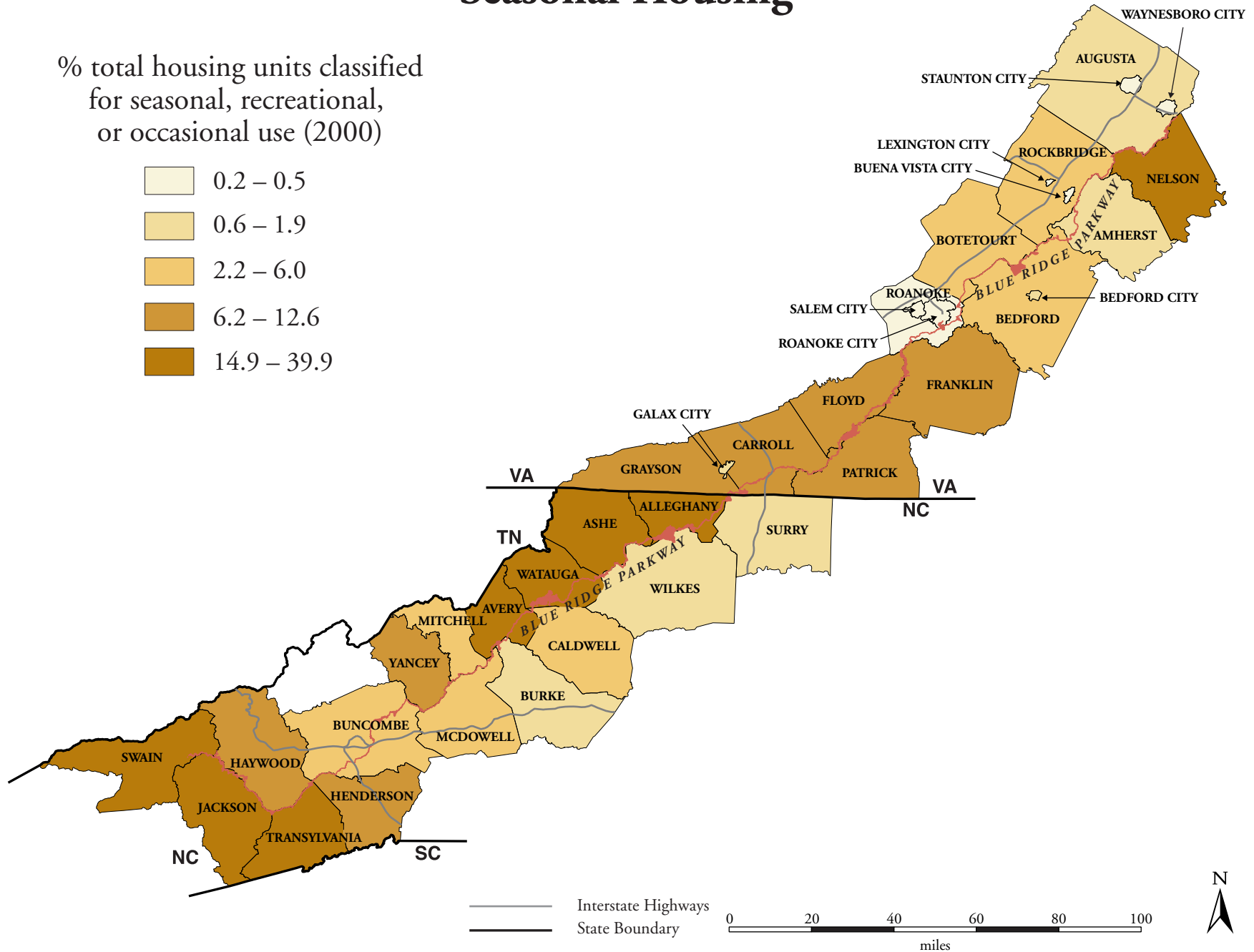
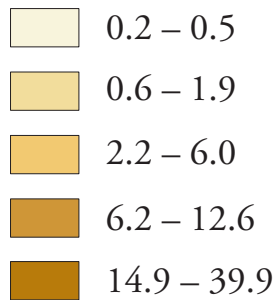
### NOTES

#### % total housing units classified for seasonal, recreational, or occasional use (2000)

Roanoke	0.4	Grayson	12.0
Surry	1.1	Yancey	12.6
Amherst	1.4	Ashe	14.9
Burke	1.6	Transylvania	14.9
Augusta	1.7	Swain	18.0
Wilkes	1.9	Alleghany	20.5
Buncombe	2.2	Watauga	22.0
Caldwell	2.4	Jackson	23.9
Botetourt	2.4	Nelson	24.7
McDowell	3.1	Avery	39.9
<b>Rockbridge</b>	<b>4.0</b>	Waynesboro City	0.2
Bedford	4.7	Buena Vista City	0.3
Mitchell	6.0	Staunton City	0.4
Floyd	6.2	Roanoke City	0.4
Henderson	6.3	Salem City	0.4
Patrick	7.4	Lexington City	0.5
Haywood	8.7	Bedford City	0.6
Carroll	8.8	Galax City	0.9
Franklin	11.4		

# Seasonal Housing

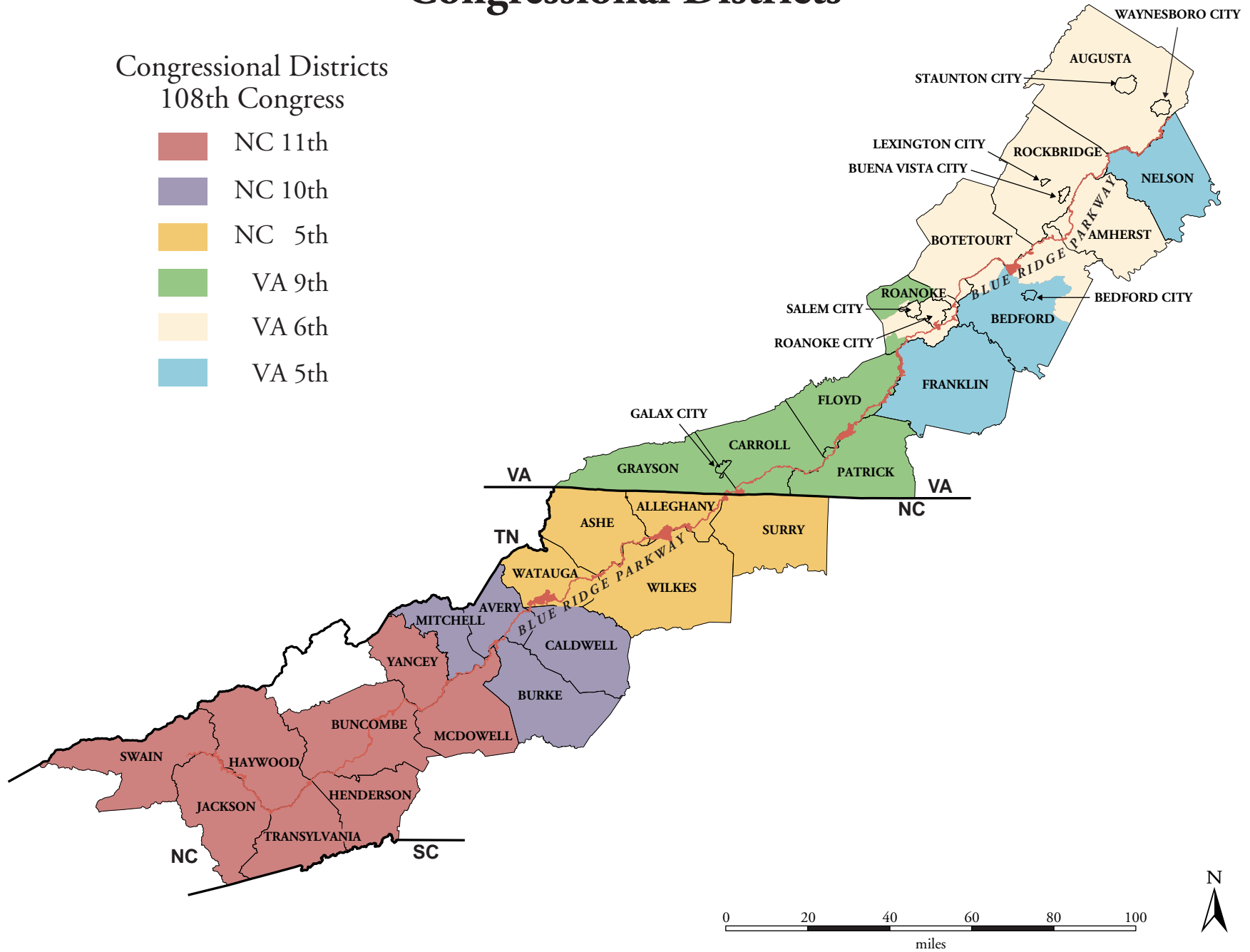
% total housing units classified  
for seasonal, recreational,  
or occasional use (2000)



## Congressional Districts

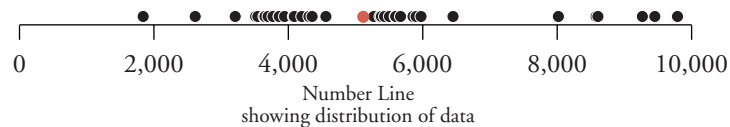
Congressional districts form a key layer in the political structure of the Blue Ridge Parkway region. These districts, roughly equivalent in population, are defined by state legislatures based on the national census and redrawn every ten years. Members of Congress are key points of access for citizens seeking to influence federal-level policies and programs, including those related to federal lands such as national parks and national forests. The Blue Ridge Parkway region includes portions of six Congressional districts, based on the 2000 Census.

# Congressional Districts



## Federal Expenditures

The importance of the federal government to a county economy can be indicated by the amount of federal expenditures in the county. These expenditures can be a key source of dollars flowing into the county economy (in contrast, taxes and fees are an outflow of dollars). Federal spending can influence the park region through such wide-ranging initiatives as agricultural subsidies, social programs, military bases, and national parks. Within the Blue Ridge Parkway region, federal expenditures per person (2001) range from \$1,837 (Roanoke) to \$9,791 (Bedford City).<sup>18</sup>



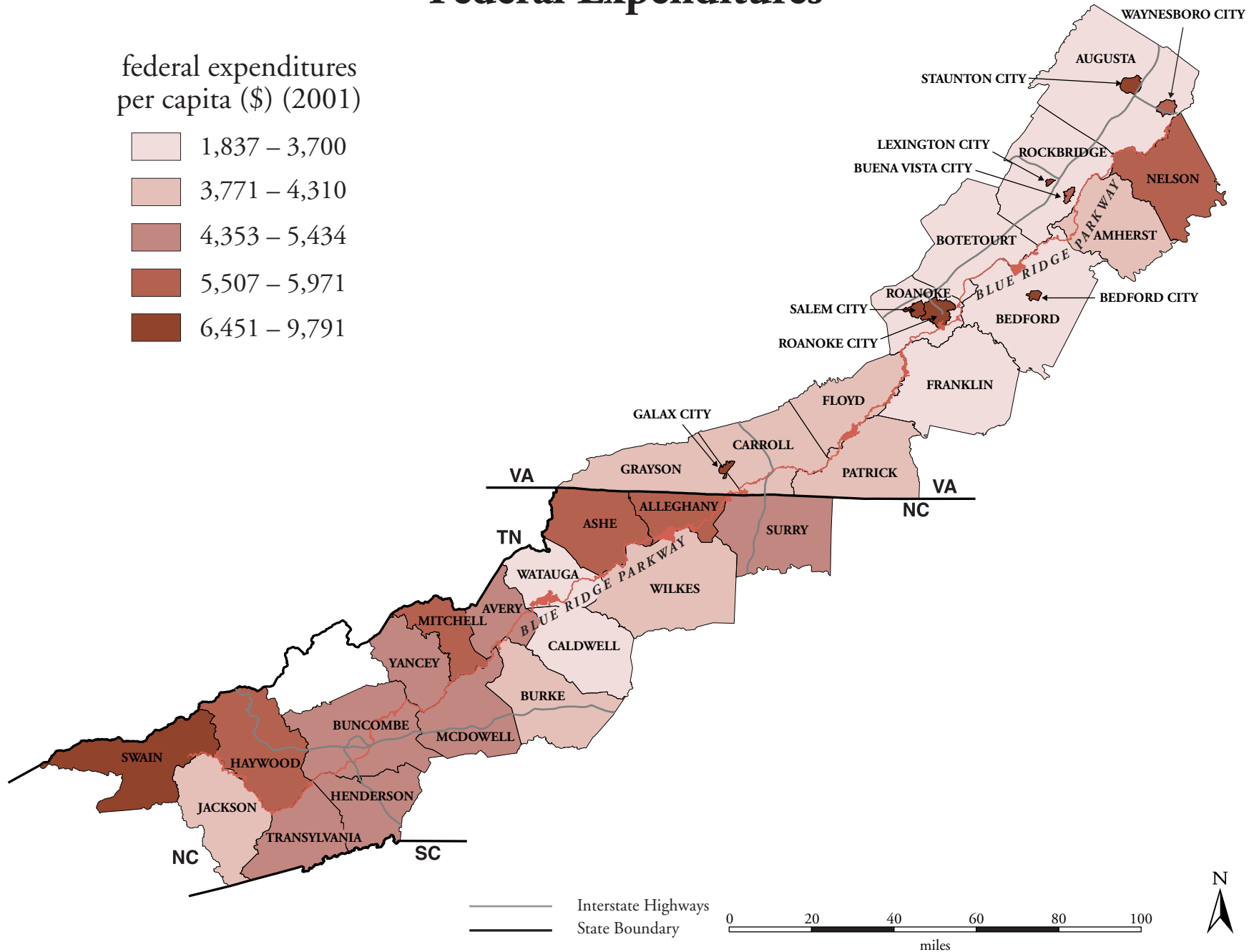
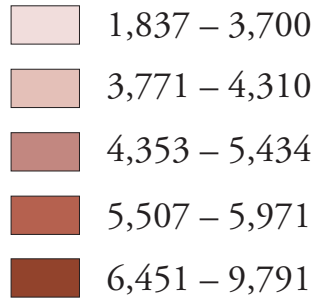
### NOTES

#### federal expenditures per capita (\$) (2001)

Roanoke	1,837	Yancey	5,273
Augusta	2,614	Avery	5,368
Watauga	3,206	Transylvania	5,386
Franklin	3,512	Buncombe	5,434
Rockbridge	3,548	Haywood	5,589
Bedford	3,639	Ashe	5,670
Caldwell	3,650	Alleghany	5,854
Botetourt	3,700	Mitchell	5,902
Amherst	3,771	Nelson	5,971
Floyd	3,866	Swain	8,016
Burke	3,867	Waynesboro City	5,507
Carroll	3,945	Buena Vista City	5,594
Jackson	4,078	Staunton City	6,451
Grayson	4,090	Lexington City	8,582
Wilkes	4,203	Roanoke City	8,604
Patrick	4,310	Galax City	9,269
McDowell	4,353	Salem City	9,453
Surry	4,557	Bedford City	9,791
Henderson	5,114		

# Federal Expenditures

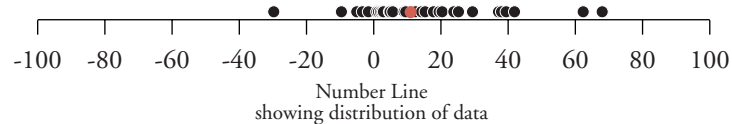
federal expenditures  
per capita (\$) (2001)





## Change in Local Government Revenue

Local government revenue, received through county taxes, state and federal fiscal aid, and other miscellaneous county service charges, provide benefits for local communities and businesses and may change over time. Increases or decreases in revenue may reflect broad economic shifts affecting receipts from local tax collection as well as transfers from the state and federal governments. Such changes may impact local and regional fiscal priorities and expectations about the role of government in local responses to resource management challenges. Within the Blue Ridge Parkway region, change in local government revenue (1987-1997) ranges from a decrease of 29.7% (Swain) to an increase of 67.9% (Rockbridge), with no data reported for Bedford, Buena Vista, Galax, Lexington, Roanoke, Salem, Staunton, and Waynesboro cities.



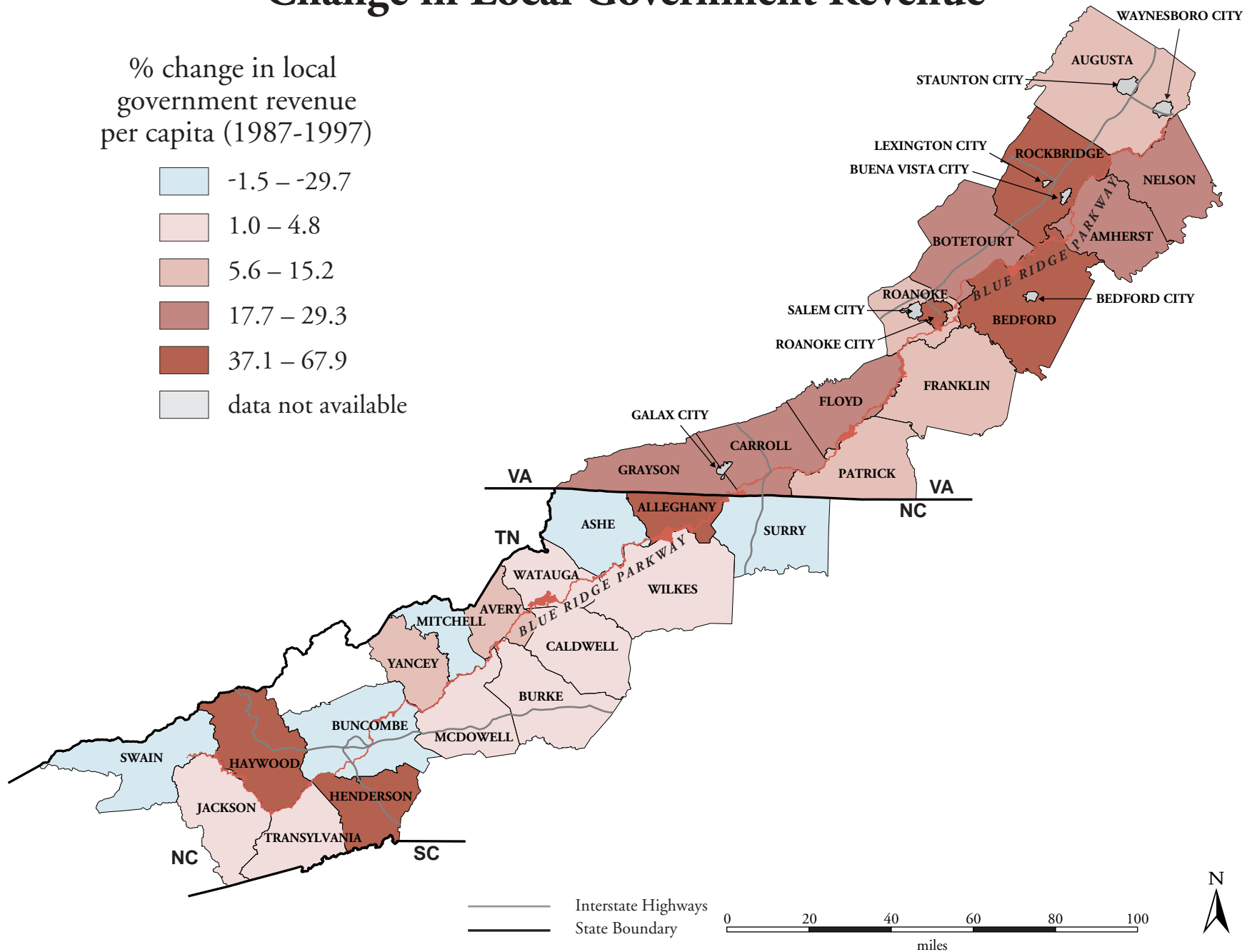
### NOTES

#### % change in local government revenue per capita (1987-1997)

Swain	-29.7	Franklin	14.1
Surry	-9.6	Roanoke	15.2
Buncombe	-5.0	Carroll	17.7
Ashe	-3.3	Grayson	19.4
Mitchell	-1.5	Floyd	20.3
McDowell	1.0	Nelson	23.8
Watauga	1.4	Amherst	25.2
Caldwell	1.9	Botetourt	29.3
Burke	2.4	Bedford	37.1
Wilkes	2.8	Alleghany	38.0
Transylvania	4.6	Roanoke City	39.3
Jackson	4.8	Haywood	41.8
Avery	5.6	Henderson	62.3
Augusta	9.0	Rockbridge	67.9
Patrick	9.5		
Yancey	12.4		

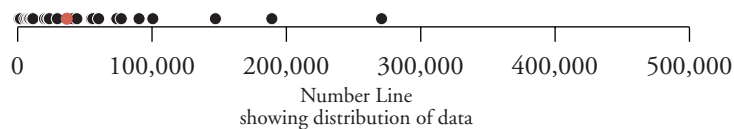
1987 dollars were adjusted for inflation prior to calculating % change.

## Change in Local Government Revenue



## Payments in Lieu of Taxes

Payments in lieu of taxes are measured as the total dollars transferred to counties by the federal government as part of the PILT Program (Payments-In-Lieu-of-Taxes) administered by the Bureau of Land Management. PILT payments are calculated according to a formula that includes population and the amount of federal land within an affected county. They have a direct impact on the park region as revenue for county governments. As counties use this revenue for capital projects or service provisions, the tax burden on local residents is effectively reduced. Indirectly, PILT payments are an indication of the federal government's presence, visibility, and perhaps influence within counties in the park region. Within the Blue Ridge Parkway region, payments in lieu of taxes (2000) range from \$1,040 (Surry) to \$270,767 (Swain), with no data reported for the independent cities of Virginia.



### total payments transferred to counties (\$) (2001)

Surry	1,040	Avery	36,457
Ashe	2,142	Buncombe	38,313
Floyd	5,226	Amherst	41,143
Alleghany	6,643	Yancey	43,910
Roanoke	8,102	Burke	55,006
Franklin	8,193	Caldwell	55,857
Patrick	9,027	Rockbridge	60,194
Watauga	10,705	Botetourt	73,651
Wilkes	10,774	McDowell	76,951
Carroll	11,365	Jackson	90,215
Henderson	19,830	Transylvania	100,531
Mitchell	21,491	Haywood	147,236
Nelson	23,093	Augusta	189,341
Bedford	23,460	Swain	270,767
<b>Grayson</b>	<b>29,299</b>		

### NOTES

# Payments in Lieu of Taxes

total payments transferred  
to counties (\$) (2001)

